



# **THE PERFORMING ARTS THEATRE ACADEMY (PATA)**

## **PRIVACY AND SOCIAL MEDIA POLICY**

### **Privacy Policy**

#### **How we will use your information when you give your data to PATA when you register yourself or your child for classes.**

This leaflet explains why we ask for your personal information, how we store and use it and who we may share it with, and what your rights are.

#### **Why we ask for your personal information.**

The information gathered on our registration forms is to enable us to keep records of all the students for exams and performances, to issue invoices and information emails or to contact you in an emergency.

#### **Our legal basis for processing your personal data**

Our legal basis to process your personal information is to perform a contract.

#### **How will we collect this personal data**

We will obtain consent to retain this information through a web form that is situated on the website or a printed hard copy version.

#### **What Information will we collect**

Parent and Child's Name  
Home Address  
Email  
Contact telephone number  
Child's Date of Birth  
Child's School

#### **How we store your information and for how long.**

The personal information you consent to give us is stored on our customer relationship management database called DanceBiz. This database is used by members of the PATA Management team only. This is a fully managed system and there are procedures and policies in place in order to keep your information protected from misuse in accordance with the General Data Protection Regulations. Paper registration forms are kept securely whilst your child is a student with us and for 1 year after they have left. Any financial records are retained for 7 years



as per the financial regulation requirements, but the record is anonymised. No bank, credit or debit card details are held on file.

## **Parent Portal**

DanceBiz allows parents to register an account to enable them to see the personal information we have on file and to update it as and when it is required. It also allows you to see your payments and invoices. This is a secure login facility and no-one else has access to this information. You are advised to keep your password secret and ensure that it is strong and changed regularly to guard against unauthorised access.

## **Who is your data shared with.**

The data collected is shared with the management team of the PATA and then we share a portion of that information with 3 different types of organisations. The examination boards when/if your child undertakes an exam, the local council for performance licences and an emailing application.

These organisations are:

1. Royal Academy of Dance (RAD)
2. British Theatre Dance Association (BTDA)
3. London Academy of Music and Dramatic Art (LAMDA)
4. Associated Board of the Royal School of Music (ABRSM)
5. Dorset County Council
6. MailChimp

## **What information is shared.**

For examinations:

1. Name of student
2. Date of Birth
3. Ethnicity

For Performances:

1. Name of Student
2. Date of Birth
3. School Attending
4. Home Address
5. Name of Parent

MailChimp

1. Name
2. Email Address



## **Social Media and Advertising**

PATA uses social media for promotion and recognition. We ask for your permission to use photographs of your child on social media platforms and for advertising campaigns. You may remove this consent at any time verbally or in writing. PATA do not put on full names and will not tag individuals or parents on social media platforms. Even though you have consented you still have the right to object to any image used and to ask for it to be removed.

We do not condone the use of bad language or derogatory comments on any of our social media sites and will ban anyone from the site and from PATA if found to be doing so. This area is for celebrating the children's achievements.

BAND App. This app is used for communication purposes only. You must register when you download the app with a name and email address. PATA do not retain any of this registration information and BAND does not share it with us.

## **Your rights**

Under Data Protection legislation you have the following individual rights with regards to your personal data:

- The right to be informed about the collection and use of your personal data
- The right of access your personal data and supplementary information
- The right to have inaccurate personal data rectified, or completed if it is incomplete
- The right to erasure (to be forgotten) in certain circumstances
- The right to restrict processing in certain circumstances
- The right to object to processing in certain circumstances
- Rights in relation to automated decision making and profiling.
- The right to withdraw consent (where relevant)
- Right to complain to the information Commissioner

You have the right to see the information that we hold on you at any time, by submitting a Subject Access Request (SAR) in writing by contacting the PATA management team on the contact details below. You may also request to opt out of any of these services or have your details deleted from the database at any time, again by contacting the management team in writing and letting us know what your preferences are.

Registered Address:  
The Performing Arts Theatre Academy  
The Grainstore  
Shaftesbury Lane  
Blandford Forum  
Dorset  
DT11 7EG

Or email:  
[thepatheatreacademy@gmail.com](mailto:thepatheatreacademy@gmail.com)



PATA is the Data Controller and Data Processor of your information.

For independent advice about data protection, privacy and data-sharing issues, you can contact the Information commissioner at: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.  
Phone: 08456 30 60 60 or Fax: 01625 524510  
Website: <http://www.ico.gov.uk>.